

In My Opinion

By JOSHUA RON

GUZZINI who says I should tell you Happy New Year! None other than your old friend Vigo, popularly known at home and abroad as Mousie, and Misses Vilker and Goldstein (VI-GO) and tall South is there at El King George in Jerusalem on afternoon, and if you're lucky, you'll spot them talking to and outwitting their merry, happy, out-

Tourism, naturally, are happy with their 60% bonus over last year, but even more so with the soaring new *fashion* and colours of this autumn season.

I KNOW how it is. There you are planning a holiday for Success and you can't make up your mind where to go.

We Ashkenazi the other day, and visited the Ashkenazi Hotel which is situated ideally between the African shipping centre and the glorious, sandy

In addition to their very comfortable cottages where you have every facility, the Ashkelon has a lovely shaded patio where you can enjoy their delicious meals.

In my opinion, your place call for the Ashkelon Hotel!

THERE are always two reasons for doing something. Buying children's shoes, for example. New for Rosh Hashanah and new for the new school year.

Especially because children play so hard and with such energy they need good strong shoes to help them grow straight and sure of foot.

new windows at The Pillars
Jaffa Rd., Jerusalem, you can
see a wide selection of mod-
ern styles for boys and girls.
Gym shoes (sneakers) are

NEVER seen a cafe more crowded at all times of the day and night than the Alaska.

Maybe it's the Alaska's attraction for writers and artists concert, theatre and movie-goers. Maybe it's the ice-cream which is so plentiful and flavourful. The steady crowd around the ice-cream counter.

Maybe it's the charming hosts Yashov, Rosie and Irene, Jerusalemites from way back.

At any rate, they wish you a Happy New Year and come again to the Alaska!

LIVEN Mitsonka the mus-

Ebred Siamese cat in the window will misceow a Happy New Year when you stop in at Charlotte's Gift Shop, behind the main post office.

The only antique cat gracing a shop window in Jerusalem, Charlotte's cat with the sleepy eyes and rosy lines is so much at home among the artifacts and handicrafts of Israel displayed so charmingly by Charlotte, that she has barely escaped being overlooked.

LIKE a record turntable the year turns swiftly until we begin a new one again.

Like a record turntable, where you play gay music or slow mournful melodies, you play with the days of your life. Happiness is often in your own hands and is shaped by your nature.

And to like a record turntable, play on it the music

Browse through a wide variety of records this Rosh Hashanah at Saphir's Music Shop, 3 Ben Yehuda St. Jerusalem, and you'll find what you want.

Looking for a mine of information? Israel's International Travel Guide, newly issued, is just the sort of thing to send your relatives and friends abroad to encourage them to visit.

Available almost everywhere and directly from I. Wolman & Co., Ltd., 100, The Arcade, London W.1.

Co. 1 Helena Hamalka St.
Jerusalem, it summarizes
what you'll want to know
about Israel.

It lists, for example, Israel's
currency and customs regula-
tions, foreign exchange rates,
airline, railroad and ship time-
tables, a calendar of events.

Only IL2, the Travel Guide contains 184 pages.

Enoch at Reich's is the time of the gathering of the clans. There are so many well known guests on vacation there, you'd think it was a national conference.

Reich has a new wing now, quiet and tastefully decorated with telephones, baths and very comfortable beds. Strictly kosher (Glatkasher), the food is delicious and plentiful. For Succot and afterwards you can write them or telephone to 22110.

REMEMBER our slogan competition for The Jerusalem Post Weekly? Well, Esther (that's our charming taker-in-of-subscriptions girl) says that some of the best slogans are the letters of appreciation from readers.

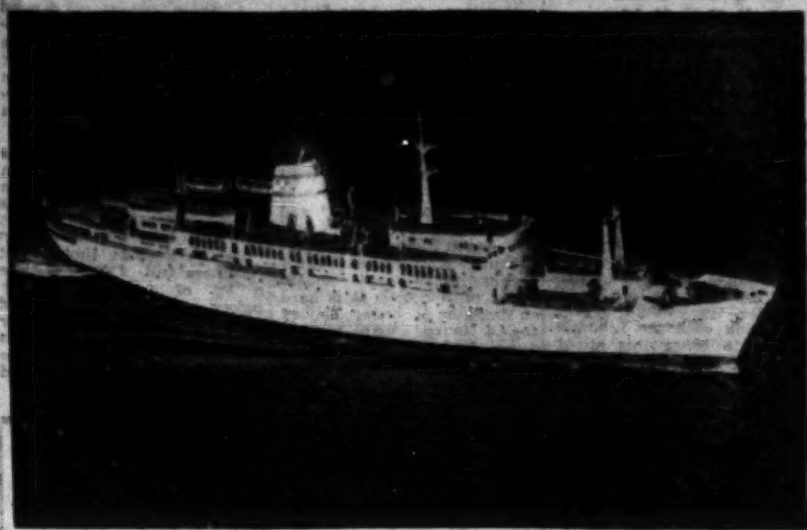
One example was Dr. C.I. Shreeve of Australia who called off into the line on a round-the-world cruise and said he wouldn't dare miss Japan's news so would we please send the Weekly to await him at Panama, Tahiti, Lima, Peru; Bali

Last story we heard was that at Tahiti the Polynesians were so smitten with The Jerusalem Post Weekly's news they were leading their canoe and heading this-a-way!

Post Weekly head your way by
calling 800-222-JEROME for rates
or writing us at P.O. #1,
Jerome.

JOSHUA RON
Sales Promotion, Advertising
Public Relations

M.S. Moledet Docks Tomorrow



Zim's Newest Ship for One-Class Travel

PORT Shipping Reporter
ZIM's passenger-carrying capacity in the Mediterranean will be raised by 50 per cent tomorrow, when the company's newest and most modern liner, the French-built Moledet, docks in Haifa.

The new motorship's 384 berths will accommodate 34,000 passengers a year, on the Naples and Marseilles run.

Increasing by one third the aggregate passenger capacity of all lines connecting Haifa with Mediterranean ports, the 1,600-ton liner will cater exclusively to the category of passengers who have felt the shortage of travel facilities most acutely until now: tourist-class travellers. Fares aboard the single-class Moledet will run

Link Between Israel & France

From A Special Correspondent

THE raising of the Israel flag aboard the M.S. Moledet at Nantes on August 11 was fully reported by the French press, which dwelt on the expressions of friendship exchanged by speakers of the two peoples on the occasion of the event.

M. de Maulmin, Vice-President of the Chantiers de Bretagne, dwelt with pride on the fact that his firm had captured the shipbuilding contract despite the stiff competition of the world's leading yards; and that the ship was being handed over to her owners within 20 months of the signing of the contract despite the three-month delay in launching the hull caused by the worst Loire floods in 40 years.

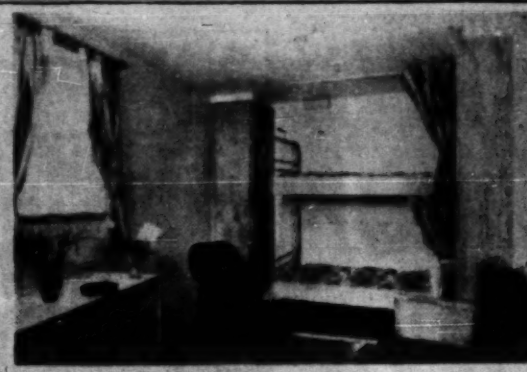
"Flying between Marseilles and Haifa, the Moledet will link two countries that have learned to know, respect and to admire each other," he said.

"A community of heart and spirit binds our two countries," said M. Villatte of Loire-Atlantique, representing the district authorities. "When the flag flutters over the Moledet between Haifa and Marseilles, we shall not feel that this ship has left us altogether, for it will be the pride of your line," he concluded, addressing the representatives of Zim.

Afterwards the flag was slowly raised in profound silence on the part of the crowd that had gathered on the pier as well as of the invited guests on the ship's upper deck.

Two New Ships

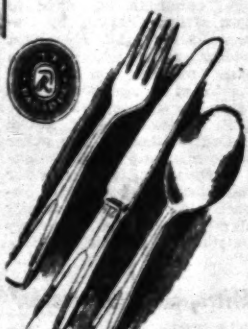
After an address by the Consul-General of Israel in Paris, M. Rafal Migdal, the Director of Zim's Planning Department, Mr. Zvi Tchei, noted that the trial run of the Moledet had been followed by the signing of contracts for two new Israeli ships to be built in France. He then appointed Captain Benjamin Berkovitch, a veteran of the Zim fleet, Master of the new liner, and the crowd stood silent as the strains of the anthems of the two nations rose in the misty air.



The Ship and Her Master

Above is the lounge of the Moledet. Top (left): Capt. Benjamin Berkovitch; (right) a two-berth cabin.

A HAPPY NEW YEAR



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with their best wishes

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Sonol Israel Ltd.

ברוכה הבאה
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May you play an important part in the development and encouragement of popular tourism to Israel!
GOVERNMENT TOURIST CORPORATION

Congratulations and very best wishes to
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on the occasion of the first sailing of their newest ship
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To **Zim**
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DELTA TRADING COMPANY LTD.

GAMID
Rubber Products and Plastics Ltd., Netanya
Suppliers of Sponge Rubber Mattresses to the
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congratulate the "ZIM" Company on their new ship's maiden voyage.

To **ZIM**
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sincerest congratulations
"LAYAM" Co. Ltd.
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Welcome to the **M/S MOLEDET**
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Best wishes to **ZIM** on the maiden voyage of the new **M/S "Moledet"**
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We invite bookings for the new **MOLEDET** tourist liner

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M/S MOLEDET

To **ZIM**
BEST WISHES
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Congratulatory greetings to **ZIM**
On the occasion of the first call of their new
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To "ZIM" on the maiden voyage of the new
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sincerest congratulations
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To the **ZIM** Company Ltd.
on the occasion of the maiden voyage of the new **MOLEDET**
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Preparing For a New Kind of Tourist

Facilities to See Israel on a Shoe-String

By PHILIP GILLON

THE prototype of the tourist in latter-day Israeli mythology is an elderly American Jewish millionaire waving his camera tentatively at the country he loves so dearly and has helped so much. It is questionable whether this character ever existed off the stages of Israel's little theatres, but in any event Israeli tourism today is aimed at completely new types (without interest in the well-heeled American Zionist). The tourist experts believe that it is now possible to get as much out of the country as the old Jew who will pay less for travel, board and souvenirs but who will provide a vast new market for the country's tourism.

The industry has managed to get remarkably close to the targets set by the two U.S.O.M. Missions in 1956 and 1960 which virtually laid down a blueprint as to how tourism in this country should develop. The Missions estimated that 86,000 tourists would come in 1959, 110,000 in 1960 and 135,000 in 1961; the actual figures were 91,220 and 117,661 respectively, and this year the Government Tourist Corporation expects to reach 150,000 (by the end of July the score was 99,155). Interpreting these luscious statistics in terms of foreign currency earnings, 1960 brought \$26,900,000 and this year we should clear \$30m., both figures excluding indirect earnings from tourism by the national carriers and from sales of Israeli souvenirs and goods.

Younger and Less Wealthy
The U.S.O.M. Missions, backed by this excellent record

as slightly conservative prophets, have anticipated that by 1965 the number of tourists will rise to 240,000 (provided there is relative peace in the area, facilities are expanded and prices are reduced). More optimistic estimates are that the number should reach 300,000. But the type of visitor expected in this doubling of the tourist population may be somewhat different from his predecessor — and poorer.

He may be much younger in years, may come from Europe (including England) for the purposes of this discussion) and he may be non-Jewish. For the prediction of greater numbers is based on a greater expansion of popular travel.

It is assumed that we are nearly in a position to cater to the call for the older person with money to spare and strong views about his minimum needs. The most recent review by the Government Tourist Corporation revealed 1,965 Class "A" rooms in Israel, 1,909 Class "B" rooms, and 2,012 Class "C" rooms. The inference is clear; there can be no popular tourism until there are more "B" and "C" hotels which are clean, comfortable and inexpensive. Naturally there is no limitation to the investment of private capital in luxury hotels, but Government influence (and the loans available through the Tourist Industry Development Corporation) will be used to encourage the cheaper type of building.

An impressive addition to popular tourism is the Mediterranean Club. Its Israeli enterprise brought two sur-

(Continued on Page Six)

To the **ZIM** Company
Heartiest congratulations and best wishes on the maiden voyage of the
M/S MOLEDET
"MEFI" Co.
Middle East Furniture Industry
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Ramat Gan, Industrial Area, Tel. 2015

Our most sincere congratulations on the new addition to the **ZIM** family — the **M.S. Moledet**